

Message Text

UNCLASSIFIED

PAGE 01 SINGAP 02476 091627Z

41

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 102892

R 090830Z JUN 75

FM AMEMBASSY SINGAPORE

TO USDOC WASHDC

INFO SECSTATE WASHDC 2780

UNCLAS SINGAPORE 2476

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: PROPOSED NEW M-1 (BETWEEN SHOW) PARTICIPATION FEES

REF: LEONARD/KRAUSE LETTER, JUNE 2, 1975, SENT VIA L. SILLOWAY,
OIM.

SINGAPORE 2407

1. EMBASSY HAS LEARNED THAT USDOC INTENDS EFFECTIVE JULY 1 TO IMPOSE USER CHARGES ON FIRMS PARTICIPATING IN BETWEEN-SHOW TYPE EXHIBITS AT U.S. REGIONAL TRADE CENTER. REF LETTER AND ATTACHMENTS GIVE USRTC VIEWS THIS MATTER. EMBASSY SUPPORTS USRTC COMMENTS ON NEW RATES, HIGHLIGHTS OF WHICH ARE GIVEN BELOW.

2. UNDERSTAND PROPOSED BASIC FEE FOR PARTICIPANTS "NON ESTABLISHED IN MARKET" IS US\$100 FIRST DAY AND US\$50 EACH FOR SECOND AND THIRD DAYS. RATES WOULD BE DOUBLE FOR ESTABLISHED FIRMS.

3. FOR REASONS CITED BELOW, EMBASSY STRONGLY FEELS THESE PROPOSED RATES NOT APPROPRIATE FOR OR WORKABLE IN URGENT MARKET SITUATION SUCH AS SINGAPORE.

4. MOST LOCAL AGENTS ARE NOT LARGE FIRMS, AND DO NOT RECEIVE FINANCIAL SUPPORT FROM THEIR U.S. PRINCIPALS FOR PARTICIPATION IN BETWEEN SHOWS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SINGAP 02476 091627Z

5. EXHIBITORS INTERVIEWED IN RECENT MONTHS HAVE EXPRESSED

STRONG RESERVATIONS ABOUT THEIR ABILITY TO PAY AND STATED PAYMENT OF FEES WOULD REQUIRE A MUCH GREATER IMMEDIATE PAYOUT FROM THE EVENTS.

6. HOTELS IN SINGAPORE OFFER SPACE FOR EXHIBITS AT HIGHLY ATTRACTIVE RATES. FURTHERMORE, LOCAL AGENTS SEE AN ADVANTAGE IN BEING ABLE TO SHOW THEIR FOREIGN LINES AS WELL AS U.S. LINE BY USING COMPETITIVE SPACE OUTSIDE USRTC.

7. ON BASIS OF ABOVE CONDITIONS, EMBASSY FEELS IMPOSITION OF NEW RATES WOULD DRASTICALLY CUT PRESENT LEVEL OF BETWEEN SHOW ACTIVITY. THUS FAR FY 75, THIRTY-SEVEN BETWEEN SHOW EVENTS REPRESENTING 69 PARTICIPATING FIRMS HAVE GENERATED OVER US\$11 MILLION IN FLOOR AND 12 MONTHS PROJECTED SALES. BETWEEN SHOWS ARE CLEARLY VERY IMPORTANT AND SUCCESSFUL ELEMENT OF U.S. TRADE PROMOTION EFFORTS IN SINGAPORE THEY REQUIRE ONLY MINIMUM USRTC STAFF/RESOURCE INPUT.

8. IN ORDER NOT JEOPARDIZE IMPRESSIVE SALES RESULTS AS CITED ABOVE, EMBASSY RECOMMENDS THAT ONLY MOST NOMINAL FEE BE IMPOSED FOR SINGAPORE BETWEEN SHOWS.
GRANT

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SINGAP02476
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750200-0863
From: SINGAPORE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750668/aaaacjxy.tel
Line Count: 83
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 JUNE 2, 75 1975
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 12 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 FEB 2003 by PhilliR0>; APPROVED <04 FEB 2004 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED NEW M-1 (BETWEEN SHOW) PARTICIPATION FEES
TAGS: BEXP, SN
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006